

# Laura Colm

SALES

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## ARTICOLI SU RIVISTA SCIENTIFICA

COLM L., PRESTINI S.

**Il nuovo paradigma commerciale del Social Trade Marketing**

Harvard Business Review Italia, Marzo, 2024, pp.104–105

COLM L.

**Mobilità sostenibile tra obbligo e aspirazione**

Economia & Management, 2023, no. 4, pp.33–37

CAIOZZO P., COLM L., GUENZI P., SISTI M. A.

**Dieci aree di azione per ridisegnare la funzione vendite**

Economia & Management, 2022, no. 4, pp.83–91

COLM L., ORDANINI A., BORNEMANN T.

**Dynamic Governance Matching in Solution Development**

Journal of Marketing, 2020, vol.84, no. 1, pp.105–124

COLM L., ORDANINI A., PARASURAMAN A.

**When Service Customers Do Not Consume in Isolation**

Journal of Service Research, 2017, vol.20, no. 3, pp.223–239

COLM L., CARÙ A.

**Two faces of the same coin: how the interplay between organizational and territorial culture builds the concept of service culture**

Mercati e Competitività, 2016, no. 3, pp.87–109

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## MONOGRAFIE O TRATTATI SCIENTIFICI

COLM L., ORDANINI A.

**Forgiare il Futuro. L'effectuation Theory e il Percorso Imprenditoriale di Loccioni**

Egea, Milano, Italia, 2021

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## CONTRIBUTI IN VOLUME, CAPITOLI O SAGGI SCIENTIFICI

COLM L. I. M., COLM L.

**Strategies to Improve B2B Customer Relationships Through Digitally Enabled Experiences** in *Handbook of Research on Digital Innovation and Networking in Post-COVID-19 Organizations*

Ana Pego (a cura di), IGI Global, chap. 2, pp.18-35, 2022

COLM L., ORDANINI A.

**Facing Supply Chain Disruptions: Strategies to Ensure Relational Continuity** in *The Impact of COVID-19 on Supply Chain Management*

Richard Wilding (a cura di), Proud Pen, chap. 4, pp.55-72, 2021

CARÙ A., COLM L., COVA B.

**Innovating Services Through Experiences: An Investigation of Servicescape's Pivotal Role** in *Service Innovation*

Marja Toivonen (a cura di), Springer Japan, pp.149-170, 2016

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## CASI PUBBLICATI IN COLLANE INTERNAZIONALI

COLM L., GUENZI P.

**The Strategic Role of Sales Content Management for Omnichannel Customer Journeys: The Bioline Jatò Case**

2023, The Case Centre, Gran Bretagna

COLM L., GUENZI P.

**A Roadmap for Omnichannel Sales Transformation Starting from Remote Selling: The Olympus Italy Case**

2021, The Case Centre, Gran Bretagna

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## PROCEEDINGS/PRESENTATIONS

ZERBINI F., COLM L., MORBIDELLI C.

**Fight the Self and save the Planet: When feeling guilty and paying the bill isn't that easy**

*Sinergie-SIMA Management Conference 2022, 30 June-1 July, 2022, Milano, Italia*

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